

**PHILIP MORRIS USA****INTER-OFFICE CORRESPONDENCE**

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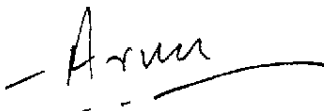
**TO:** Mike Mahan  
Bob Mikulay**DATE:** October 6, 1993**FROM:** Arun Sinha**SUBJECT:** Utilization of Cambridge Promotion

Please find attached the utilization levels of Cambridge Carton promotion (sweatshirt with a carton purchase) and Cambridge Mega-volume program (B3G1F cartons). The FSF has ordered 47% of the total deals and displays for the Cambridge sweatshirt promotion and 32% of Cambridge Mega-volume promotion. The sweatshirt promotion is scheduled to run from Oct. 15 - Nov. 15 while the Mega-volume program will be executed from October through December, first week of every month.

It seems that ordering pattern for Cambridge Mega-volume program is aggressive considering that ordering window opened only last week. However, Region 3 has not ordered anything yet. I have also received request for additional deals for B3G1F carton from the Field. We will monitor the ordering pattern before offering any additional deals.

If you have any question, please call.

cc: C. Cohen  
G. Plaia



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